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ABSTRACT

This book is designed for middle school life science or physical science teachers to help their students learn scientific literacy through event-based science. Unlike traditional curricula, the event- based earth science module is a student-centered, interdisciplinary, inquiry-oriented program that emphasizes cooperative learning, teamwork, independent research, hands-on investigations, and exploration of authentic tasks. Students use this book to work as a team of design specialists for an advertising agency whose clients are official sponsors of the Olympics. Their task is to design educational/advertising campaigns. The module in this book can be used to build a whole curriculum or fit into current lesson plans to add interest. (KHR)

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